

# Pambianco Fashion Summit

16<sup>th</sup> November 2021



**BORSA ITALIANA**



**EURONEXT**

# EURONEXT IS THE LEADING EQUITY LISTING VENUE IN EUROPE



**1,918** companies listed on Euronext markets

**€6.5tn** of total aggregate market capitalisation

**7 listing venues** fully integrated into one single liquidity pool\*

**6,200+** active institutional investors

Home of the largest and well known European companies:  
**29 components of the EuroStoxx 50**

#1 Stock Exchange in Europe for Tech companies with  
**708 Tech companies listed**

#1 Stock Exchange in Europe for SMEs with  
**c.1,500 listed SMES**

# BORSA ITALIANA ENRICHES EURONEXT FRANCHISES

Strong and diversified franchises added to Euronext markets



**387 listed companies**

**FAMILY BUSINESS**

- **253 family business companies**

**TECH**

- **145 additional Tech issuers to the 563<sup>1</sup> existing tech companies listed on Euronext markets**

**ENERGY**

- **35 issuers from the Energy & Utilities industries**

**SPAC**

- **Total of 31 SPACs listed in Italy since 2011, of which**
  - 2 SPACs currently listed, 1 already announced business combination in July 2021
  - 76% business combination achieved creating 22 new issuers

**LIFESTYLE**

- **84 issuers from the luxury and fashion sectors**

**And many other well-represented sectors**  
(financials, industrials, etc.)



| Source: Euronext, as of end of September 2021  
| (1) Excluding Borsa Italiana

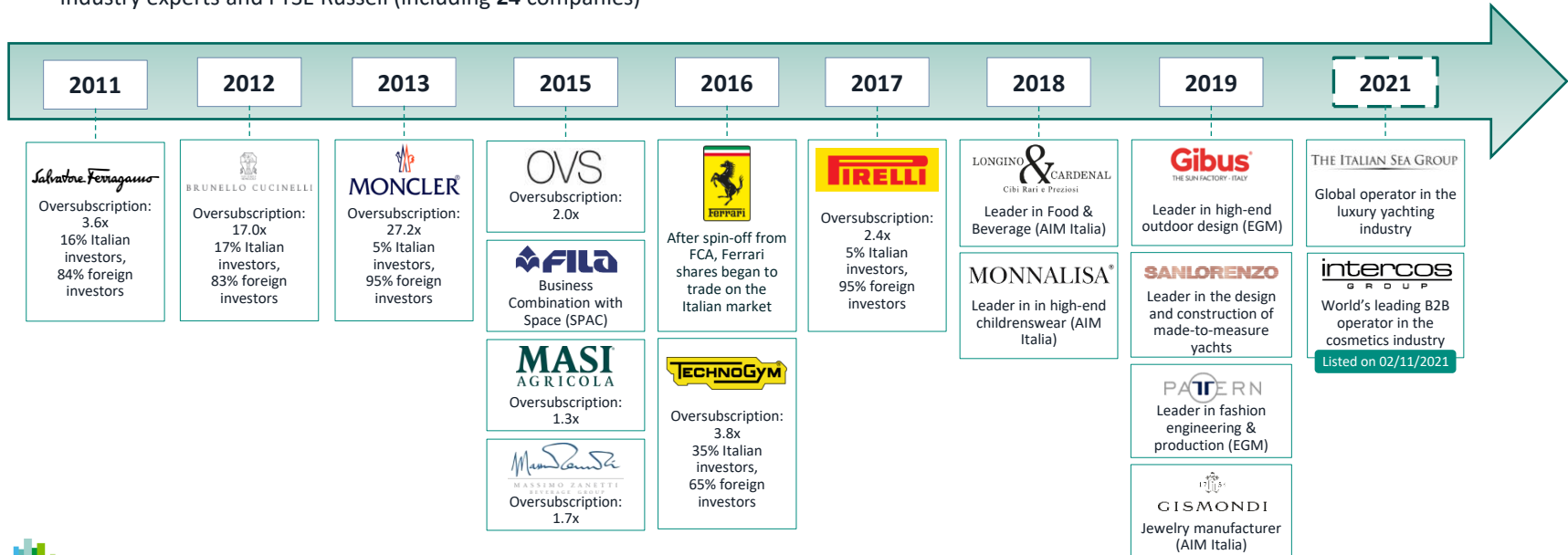
# SUPPORTING VISIBILITY NEEDS OF GLOBAL BRANDS AND THE EVOLUTIONARY PATH OF SMES

## MILAN, THE HUB FOR LIFESTYLE STOCKS

- **84 listed companies, with an aggregate market capitalisation of over €152bn, c.20% of the total market capitalisation**
- **€7.0bn of money raised since 2011:** ca. €5.7bn at IPO and €1.3bn with subsequent follow-ons
- **A dedicated FTSE Italia Brands index** developed in cooperation with industry experts and FTSE Russell (including **24** companies)

## GREAT POTENTIAL TO BE EXPLOITED

- **300+ target companies, with an aggregate potential market capitalisation of c. €100bn**
- **Dedicated initiatives and partnerships:** Consumer Day, Green Carpet & Gala Dinner, Partnerships with Altagamma, Camera Moda, SMI



# ITALIAN LISTED BRANDS

The list of companies included in the showcase is reviewed annually by Borsa Italiana in cooperation with a panel of industry analysts and experts. Starting from Borsa Italiana Branded Stock list, FTSE Russell created a dedicated index which is part of the FTSE Italia Index Series.

## METHODOLOGY

- The list of stocks included in the showcase is identified by Borsa Italiana in cooperation with a **panel of industry experts, including both domestic and international industrial and financial analysts**
- **Sectors:** Automobiles & Parts, Food & Beverage, Personal Goods and Household Goods, Retail, Travel & Leisure and Recreational Services
- **Metrics:** Brand Awareness, Competitive Positioning, Internationalisation, Innovation and growth potential, Profitability
- Borsa Italiana aggregates expert feedbacks and creates the final ranking according to the empirical distribution of votes. Companies with an average *brand awareness* recognized as medium-high and high are included in the list

## BORSA ITALIANA BRANDED STOCK LIST

24 LISTED BRANDS ARE CURRENTLY INCLUDED IN THE SHOWCASE



# FASHION BRANDS ON BORSA ITALIANA

**16 fashion** companies listed on Borsa Italiana markets

**9** companies on **Euronext Milan** o/w **1 STAR** and **7** companies on **Euronext Growth Milan**

**€24.2bn** of aggregate market capitalisation

**€3.4bn** of aggregate money raised at IPO

**€3.8m** average daily turnover YTD

## FASHION BRANDS LISTED ON EURONEXT MILAN

IPO 2007  
€152m raised  
€215m market cap.  
STAR

**AEFFE**

IPO 2012  
€174m raised  
€3.3bn market cap.  
FTSE MID CAP

  
BRUNELLO CUCINELLI

IPO 2004  
€344m raised  
€277m market cap.  
FTSE SMALL CAP

**GEOX**  
RESPIRA

IPO 2013  
€784m raised  
€14.5bn market cap.  
FTSE MIB

  
**MONCLER**

IPO 2015  
€446m raised  
€662m market cap.  
FTSE SMALL CAP

**OVS**

IPO 2007  
€39m raised  
€94m market cap.  
FTSE SMALL CAP

 **PIQUADRO**

IPO 2005  
€724m raised  
€399m market cap.  
FTSE SMALL CAP

**Safilo**  
FREEDOM TO LOOK

IPO 2011  
€379m raised  
€3.0bn market cap.  
FTSE MID CAP

*Salvatore Ferragamo*

IPO 2000  
€330m raised  
€1.5bn market cap.  
FTSE MID CAP

  
**TOD'S**



## WHY LISTING NOW?



After its worst dip in history, the personal luxury goods market experienced a **V-shaped rebound in 2021**

Good market momentum



**Recovery of profitability:** in 2021, EBIT % is back to 2019 levels, with a good visibility on future growth perspectives partially driven by different growth drivers

Good visibility on  
Competitive landscape  
and sector growth drivers



Local and international investors willing to invest in global leaders with **ambitious and sustainable business models** as well as promising growth companies

Strongest  
and sustainable  
equity stories



**Long term ambition** for family owned businesses and access to **growth capital** for new disruptive companies

Growth and longevity

